

Rep Order# 8841042 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36944

Printed: 09/21/2012 12:42 PM
Last Received: 09/21/2012 12:31 PM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/11/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$37,885
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F	500A-600A		:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$225.00	09/10-09/11	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	3	F	600A-700A		:30	\$245.00	09/07-09/07	2	1	2	\$490.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-700A		:30	\$245.00	09/10-09/11	4	1	4	\$980.00	
				Buyline Comment: 6A NEWS								
	5	F	700A-900A		:30	\$150.00	09/07-09/07	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$150.00	09/10-09/11	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								

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	*7	F	900A-1000A		:30	\$250.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	8	M-TU	900A-1000A		:30	\$250.00	09/10-09/11	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$400.00	09/05-09/07	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$1,000.00	09/10-09/11	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$500.00	09/05-09/07	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	1100A-1200P		:30	\$1,500.00	09/10-09/11	1	1	1	\$1,500.00	
				Buyline Comment: YOUNG & RESTLESS								
	*13	F	1200P-1230P		:30	\$225.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	14	M-TU	1200P-1230P		:30	\$225.00	09/10-09/11	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*15	F	1230P-200P		:30	\$325.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V7 .								
				V7 Comment Changed, Spots/week Changed								
	16	M-TU	200P-300P		:30	\$350.00	09/10-09/11	1	1	1	\$350.00	
				Buyline Comment: TALK-CBS								
	17	F	300P-400P		:30	\$325.00	09/07-09/07	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	18	M-TU	300P-400P		:30	\$325.00	09/10-09/11	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	19	F	430P-500P		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
	20	M-TU	430P-500P		:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
	21	F	500P-630P		:30	\$375.00	09/07-09/07	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
	22	M-TU	500P-630P		:30	\$375.00	09/10-09/11	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
	23	F	630P-700P		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
	24	M-TU	630P-700P		:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
	25	F	700P-800P		:30	\$325.00	09/07-09/07	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDE EDITION								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	M-TU	700P-800P		:30	\$325.00	09/10-09/11	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDE EDITION								
	27	F	1100P-1135P		:30	\$500.00	09/07-09/07	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	28	M-TU	1100P-1135P		:30	\$500.00	09/10-09/11	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	29	TU	800P-900P		:30	\$2,100.00	09/11-09/11	1	1	1	\$2,100.00	
				Buyline Comment: NCIS-C//NCIS-L								
	30	TH	1000P-1100P		:30	\$2,300.00	09/06-09/06	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
	31	F	1000P-1100P		:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
				Buyline Comment: BLUE BLOODS								
	32	SA-SU	1100P-1135P		:30	\$350.00	09/08-09/09	2	1	2	\$700.00	
				Buyline Comment: 11P NEWS WKD								
	33	SA	500A-700A		:30	\$85.00	09/08-09/08	1	1	1	\$85.00	
				Buyline Comment: CBS SAT AM								
	34	SA	900A-700P		:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
				Buyline Comment: US OPEN TENNIS								
	35	SA	500P-700P		:30	\$175.00	09/08-09/08	1	1	1	\$175.00	
				Buyline Comment: WKND NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	36	SA	1000P-1100P		:30	\$900.00	09/08-09/08	1	1	1	\$900.00	
				Buyline Comment: 48HR MYSTERY								
	37	SU	630A-800A		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
	38	SU	800A-830A		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
				Buyline Comment: AM NEWS								
	39	SU	930A-1000A		:30	\$175.00	09/09-09/09	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	40	SU	1000A-100P		:30	\$1,800.00	09/09-09/09	1	1	1	\$1,800.00	
				Buyline Comment: NFL								
	41	SU	500P-700P		:30	\$200.00	09/09-09/09	2	1	2	\$400.00	
				Buyline Comment: 5P NEWS SUN								
	42	SU	700P-800P		:30	\$1,350.00	09/09-09/09	1	1	1	\$1,350.00	
				Buyline Comment: 60 MIN								
	43	M-TU	400A-459A		:30	\$40.00	09/10-09/11	1	1	1	\$40.00	
				Buyline Comment: 4A NEWS								
	44	W-TH	500A-600A		:30	\$900.00	09/05-09/06	2	1	2	\$1,800.00	
				Buyline Comment: 5A NEWS								
	45	W-TH	600A-700A		:30	\$1,100.00	09/05-09/06	2	1	2	\$2,200.00	
				Buyline Comment: 6A NEWS								
	46	W-TH	700A-900A		:30	\$900.00	09/05-09/06	2	1	2	\$1,800.00	
				Buyline Comment: CBS THIS MORNING								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	47	W-TH	400A-459A		:30	\$130.00	09/05-09/06	3	1	3	\$390.00	
				Buyline Comment: 4A NEWS								
	*48	F	1100P-1135P	NEWS	:30	\$500.00	09/07-09/07	1	1	1	\$500.00	
				Sales Remark: V7 .								
				V7 Added								
	*49	F	500P-630P	NEWS	:30	\$375.00	09/07-09/07	2	1	2	\$750.00	
				Sales Remark: V7 .								
				V7 Added								
	*50	M	500P-630P	NEWS	:30	\$375.00	09/10-09/10	2	1	2	\$750.00	
				Sales Remark: V7 .								
				V7 Added								
	*51	F	900P-1000P	CSI NY	:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
				Sales Remark: V7 .								
				V7 Added								
	*52	F	900A-300P	US OPEN	:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
				Sales Remark: V7 .								
				V7 Added								
	*53	F	400A-459A	NEWS	:30	\$40.00	09/07-09/07	1	1	1	\$40.00	
				Sales Remark: V7 .								
				V7 Added								
	*54	M	400A-459A	NEWS	:30	\$35.00	09/10-09/10	1	1	1	\$35.00	
				Sales Remark: V7 .								
				V7 Added								

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---REPORT TOTALS---

Report Totals: 85 / \$37,885.00

---SALES MONTHLY TOTALS---

Sep 12: 85 / \$37,885.00

Sales Totals: 85 / \$37,885.00

Station Totals: 85 / \$37,885.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$126,283	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+